

Schools Channel CRM

October 6 Status Report (Version 1.0)

Executive Summary

Overview

The Modernization Partner will provide functional support in the area of Customer Relationship Management (CRM) as follows:

- Represent the Schools Channel on the Enterprise Call Center Integrated Product Team (IPT) as a core team member.
- Assist the School's Channel in identifying "quick-hit" solutions and recommendations for implementation.
- Assist all Channels in the co-development of an enterprise storyboard to depict several "problem" student and school scenarios and design potential CRM solutions.

Deliverables: The deliverables for the sub-project are listed below:

- 19.3.1 Status Report - Monthly status reports delivered on-time and in the correct format to the General Manager of Schools.
- 19.3.2 Enterprise Storyboard and CRM Demo

Project Status

Mod Partner representative has been integrated into the Call Center IPT, but hasn't been included as a core team member as of yet. Participating in Gap Analysis activities.

Quick hits solutions have been inventoried and focus is being placed upon development of business case for new call center software.

Attempting to develop consensus on the purpose, concept, and detail required in the story boards.

Timeline

September	October	November			
Integrate into Call Center IPT	Identify Story Board cases	Develop Story Boards			
Inventory Call Center Quick Hits	Generate synergy for CRM activities				
Develop Story Board Concept	Convey understanding of				

Gain Understanding of CRM vision in School Channel	CRM as a business strategy				
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Timeline Legend:

Black = On track; Yellow = Potential Problem; Red = Scheduled Deployment At Risk

Issues

Resolved:

Pending:

The purpose and content of the story boards is unclear to the client. This will need to be resolved before the story boards can be finalized.

Deliverables Completed
